INFORMATION LETTER

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Hearings on Taxes Scheduled by Congressional Committees

Hearings on taxes have been scheduled by two Congressional committees.

Representative Cooper (Tenn.) announced this week that the House Ways and Means Committee, of which he is chairman, will hold hearings January 7 through February 7, 1958, on income, estate and gift taxes, with the "hope that some relief from these burdens can be achieved next year."

Senator Sparkman (Ala.) has announced a tentative schedule of hearings to be held by the Senate Small Business Committee this fall.

Hearings by the Ways and Means Committee will be confined to policy questions relating to income, estate and gift taxes. Oral testimony will be received on the recommendations made in the reports of the Internal Revenue Taxation Subcommittee's advisory groups on Subchapters C, J, and K, all of which will be available to the public before the hearings open.

Representative Cooper expressed the hope that the Committee will receive testimony on various subjects, such as tax burdens under the present rate structure, treatment of earned and investment income, treatment of business expenses, capital gains and income treated as capital gains, depreciation methods, net operating loss deductions, and treatment of small and new businesses.

Mr. Cooper said that relief from the present tax burden can be achieved only by reducing government expenditures and by spreading the burden of taxes equitably and fairly among the various groups of the taxpaying public. It is important, he said, that Congress periodically review the operation of the tax system and to permit a reexamination of preferences and differentials in the tax laws so as to determine if the facts warrant their continuation.

Senator Sparkman has indicated that the forthcoming testimony and studies by the Small Business Committee will serve as the basis for an all-inclusive small business tax bill to be introduced early in 1958.

Pressure on Convention Rooms at Traymore, Shelburne

N.C.A. members who normally use the Traymore and Shelburne Hotels at the Atlantic City Convention are urged to get their room requirements in as promptly as possible because of a special pressure situation that has arisen with these two hotels. A great number of brokers have requested housing there also, and because the Traymore and Shelburne have traditionally been canner hotels, these brokers were advised August 15 that assignment of their rooms will have to await the completion of reservations for canners.

Those brokers who have indicated their preference for any of the other hotels are being taken care of, but broker requests for Traymore and Shelburne space are being held up, and complaints are coming in from the latter group. Early receipt of the canners' room requirements at the Traymore and Shelburne is therefore especially important and the customary N.C.A. users were so advised in a letter from Executive Secretary Campbell on September 12.

Following is the tentative schedule of tax hearings to be held by the Senate Small Business Committee:

Sept. 16	Phoenix, Ariz.
Sept. 18	Los Angeles, Calif.
Sept. 20	San Francisco, Calif.
Sept. 30	Boston, Mass.
Oct. 2	New York City
Nov. 12	Chicago, Ill.
Nov. 13	Minneapolis, Minn.
Nov. 15	Portland, Ore.
Nov. 20	Denver, Colo.
Nov. 22	Wichita, Kans.
Dec. 2	Birmingham, Ala.
Dec. 4	Dallas, Texas
Dec. 6	Miami, Fla.
Dec. 11	Milwaukee, Wis.

No Citrus Export Subsidy

USDA announced September 9 that no export payments will be made on fresh and processed oranges and grapefruit of the 1957-58 crop. Officials explained that this decision has been made in view of the possible disrupting influence on world trade in citrus fruits and the export opportunities of other domestic fruit industries.

Industry representatives had requested establishment of an export payment program for the 1957-58 crop at a meeting in Washington August 23.

USDA made no payments last year for the first time since the citrus program was begun in 1948-49. During the period that payments were made, USDA said, nearly 35 million boxes of citrus fruits were exported.

General Crop Conditions

Further gains in crop prospects were recorded during August and on September 1 it appeared that this year's production will be the third largest on record, according to the Crop Reporting Board of USDA.

The index of all-crop production moved to 105, exceeded only in 1948 and 1956. The all-crop yield per acre index at 126 moves ahead of last year's record.

However, fruits and vegetables and potatoes are among the few items for which prospects declined in August.

The prospective 1957 tonnage of eight important vegetables for processing is about 19 percent below the 1956 production but 13 percent above average. The indicated 1957 tonnage of these crops is 6.28 million tons, compared with 7.74 million tons obtained in 1956.

Total production of deciduous fruits is expected to be about 2 percent less that in 1956 and 3 percent below average. Estimates for apples, peaches and pears are below a month earlier, largely from the effects of dry weather in the East. Above average production is estimated for apples, pears, and plums, and below average output is expected for peaches, grapes, apricots, sweet cherries, and prunes.

Production of fall vegetables will be smaller than in 1956, about 9 percent less for leading crops which account for about three-fourths of the fall season production. Largely influencing this indicated decrease is a sharp reduction in cabbage, and there also are considerably fewer carrots and smaller crops of celery, cauliflower, and spinach.

Sweet Corn for Processing

Sweet corn production prospects declined during August and on September 1 a total of 1,447,800 tons was indicated, according to the Crop Reporting Board of USDA. This is 14 percent less than the 1956 crop of 1,693,000 tons but 12 percent above the 1946-55 average of 1,287,800 tons.

Yield prospects improved during August in the New England states, Indiana, and most Northwestern states where weather was favorable. However, lowered yield prospects in New York, Pennsylvania, Maryland, Illinois, Wisconsin, and Minnesota more than offset these increases. The September 1 indicated yield is 3.35 tons per acre, compared with 3.80 tons obtained last year and the 10-year average of 2.85 tons.

State	10-year ave. 1946-55	1956	1957 Indicated	Percent change from 1956
	(tons)	(tons)	(tons)	
Maine..	26,700	10,500	18,400	+75
N. H....	1,500	900	2,000	+122
Vt.....	2,000	900	1,800	+100
N. Y....	65,700	58,300	68,000	+17
Pa.....	26,400	44,900	18,400	−59
Ohio...	37,400	20,500	18,800	−8
Ind.....	56,700	40,000	42,500	+6
Ill.....	185,100	250,800	216,000	−14
Wis.....	257,200	401,800	350,000	−13
Minn...	254,600	389,200	355,200	−9
Iowa...	72,700	72,400	57,600	−20
Del.....	11,900	18,000	7,800	−59
Md.....	80,700	96,700	37,700	−61
Idaho..	39,800	54,900	55,000	.....
Utah...	22,700	22,100	22,500	+2
Wash...	59,400	72,500	85,200	+18
Ore.....	51,900	88,400	75,000	−15
Other states[1].	35,400	49,300	35,900	−27
U. S. Total..	1,287,800	1,693,000	1,447,800	−14

[1] Ark., Calif., Colo., La., Mich., Mont., Nebr., N. J., Okla., S. D., Tenn., Texas, Va., and Wyo.

Snap Beans for Processing

Prospects for production of snap beans did not change much in August and on September 1 a total of 346,000 tons for processing was indicated, according to the Crop Reporting Board of USDA. This is about equal to the record crop of 1954, 5 percent more than was produced last year and one-third above average.

Improvements in yield prospects for the late crop in Maine, Delaware, Arkansas and Oregon were offset by declines in New York, Pennsylvania, Michigan, Wisconsin and Colorado. A national average yield of 2.34 tons per acre was indicated on September 1. This compares with 2.49 tons in 1956 and the average of 2.05 tons.

Harvest is reported drawing to a close in the major producing states.

State	10-year ave. 1946-55	1956	1957 Indicated	Percent change from 1956
	(tons)	(tons)	(tons)	
Maine.....	5,900	3,400	6,200	+82
N. Y.....	44,200	63,800	61,200	−4
Pa.....	8,500	12,200	8,500	−30
Mich.....	9,400	14,000	10,400	−26
Wis.....	18,600	28,200	34,000	+21
Mo.....	700	.....	.....	....
Del.....	2,800	4,000	3,800	−5
Md.....	16,600	17,200	16,100	−6
Va.....	5,800	4,200	5,700	+36
N. C.....	3,400	4,300	4,000	−7
S. C.....	1,400	900	1,100	+22
Fla.[1].....	16,100	13,200	19,900	+50
Tenn.....	8,700	8,000	10,000	+25
Ark.....	8,200	3,300	4,000	+21
La.....	800	300	300	....
Okla.....	3,300	2,500	2,000	−20
Texas.....	10,400	9,000	11,700	+22
Colo.....	4,800	5,600	4,800	−14
Utah.....	2,200	3,400	3,000	−12
Wash.....	9,500	11,300	10,400	−8
Ore.....	52,300	77,400	88,400	+14
Calif.....	13,700	24,900	23,200	−7
Other states[2].	12,100	17,200	17,300	+1
U. S. Total...	259,400	328,900	346,000	+5

[1] Sum of estimates by seasonal groups.
[2] Ala., Ga., Idaho, Ill., Ind., Iowa, Ky., Minn., Miss., Nebr., N. H., N. J., N. M., Ohio, Vt., and Wyo.

Tomatoes for Processing

A total of 3,442,000 tons of tomatoes for processing was indicated on September 1, according to the Crop Reporting Board of USDA. This is 25 percent less than the record high 1956 production of 4,600,350 tons but 9 percent more than the 1946-55 average of 3,162,700 tons.

Declines in yield prospects were registered in many states, but the reduced tonnages now expected for New York, Pennsylvania, New Jersey, and Michigan are considered most significant. In the Atlantic Coast states dry weather is responsible for this year's light yields, and in the North Central states dry weather and low temperatures have been detrimental to the crop. California's crop is not expected to equal last year's in yield. The average yield indicated on September 1 for the country was 11.4 tons per acre, compared with 13.1 tons obtained last year and the 10-year average of 8.59 tons.

Harvest of tomatoes was reported active in most states at the present time.

State	10-year ave. 1946-55	1956	1957 Indicated	Percent change from 1956
	(tons)	(tons)	(tons)	
N. Y....	163,600	88,400	107,200	+21
N. J....	220,100	306,200	151,900	−50
Pa.....	162,100	203,300	141,400	−30
Ohio...	190,000	212,000	170,500	−20
Ind.....	319,200	348,800	259,200	−26
Ill.....	90,200	141,000	122,400	−13
Mich...	57,400	67,000	68,000	+1
Wis.....	8,400	9,000	6,400	−29
Iowa...	9,900	15,100	12,000	−21
Mo.....	12,200	3,200	3,600	+12
Del.....	33,500	43,200	20,300	−53
Md.....	156,400	104,000	51,000	−51
Va.....	70,300	58,800	41,800	−29
S. C....	3,000	3,500	3,600	+3
Fla.[1]...	26,700	49,450	43,000	−13
Ky.....	6,800	4,900	3,300	−33
Tenn...	6,500	800	1,000	+25
Ark.....	17,200	8,300	6,200	−25
Okla....	2,500	500	600	+20
Texas..	51,800	26,400	25,200	−5
Colo....	24,400	37,100	25,200	−32
Utah...	74,100	85,000	78,000	−8
Calif....	1,444,800	2,772,400	2,091,000	−25
Other states[1].	11,700	12,000	9,200	−23
U. S. Total..	3,162,700	4,600,350	3,442,000	−25

[1] Sum of estimates by seasonal groups.
[2] Ala., Ariz., Conn., Idaho, Kans., La., Minn., Miss., Nebr., N. M., N. C., Ore., Wash., and W. Va.

Beets for Canning

The September 1 indicated production of beets for canning is 163,700 tons, according to the Crop Reporting Board of USDA. This is 18 percent less than the record high 1956 production of 200,100 tons but 18 percent above average.

The preliminary estimate of acreage for harvest is 18,250 acres, down 12 percent from the 20,820 acres harvested last year. Yields are running lighter than last year in several states.

In New York and Michigan crop prospects are good. The reduced tonnage indicated for Wisconsin is due to a cut in acreage and smaller yields. In Oregon yields are expected to be good but below those of last year.

State	10-year ave. 1946-55	1956	1957 Indicated	Percent change from 1956
	(tons)	(tons)	(tons)	
N. Y.....	38,500	50,600	50,600	....
Mich.....	7,000	5,100	4,800	−6
Wis.....	53,800	79,400	57,800	−27
Ore.....	17,900	26,400	25,500	−3
Other states[1]..	21,900	38,600	25,000	−35
U. S. Total....	139,100	200,100	163,700	−18

[1] Calif., Colo., Del., Ill., Ind., La., Maine, Md., Minn., N. J., Ohio, Okla., Pa., Tenn., Texas, Utah, and Wash.

Lima Beans for Processing

A total of 96,360 tons of green lima beans for processing is indicated on September 1, according to the Crop Reporting Board of USDA. This is 11 percent below the record high 1956 production of 107,930 tons but 15 percent above the 1946-55 average.

The preliminary estimate of acreage for harvest is 94,250 acres. This compares with 100,340 acres harvested last year and an average of 97,800 acres during the preceding 10-year period.

In California, where nearly one-third of the green bean acreage is located, September 1 indications point to per acre yields slightly below last year but well above average. Prolonged dry weather through August and periods of high temperatures on the Atlantic Coast are responsible for the relatively light yields forecast there.

State	10-year ave. 1946-55	1956	1957 Indicated	Percent change from 1956
	(tons)	(tons)	(tons)	
N. Y.	2,140	1,840	1,530	−17
Pa.	2,920	2,320	1,540	−34
Ohio	340	270	280	+4
Mich.	1,520	1,180	720	−39
Wis.	4,780	6,620	5,250	−21
Del.	14,130	17,970	12,150	−32
Md.	2,920	3,360	1,760	−48
Va.	2,670	2,880	1,690	−41
Wash.	1,200	730	780	+7
Calif.	28,680	44,260	47,850	+8
Other states [1]	22,440	26,500	22,810	−14
U. S. Total	83,740	107,930	96,360	−11

[1] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Okla., Ore., Tenn., and Utah.

Minimum Wage in Puerto Rico

Notice is given in the *Federal Register* of September 11 that the Secretary of Labor has appointed an industry committee to investigate conditions and recommend a minimum wage for the food industry in Puerto Rico. The committee is to meet in San Juan soon after October 14.

N.C.A. Northwest Branch

The 44th annual joint meeting of the membership of the N.C.A. Northwest Branch and the Association of Pacific Fisheries will be held at the Washington Athletic Club, Seattle, November 11.

Cabbage for Kraut

Production of cabbage from acreage under contract to kraut packers is forecast as of September 1 at 107,000 tons, 27 percent less than the 1956 production of 147,500 tons but 10 percent larger than the 1946-55 average of 97,500 tons.

Inadequate moisture for kraut cabbage lowered yield prospects 1 to 3 tons per acre from those expected on August 1 in the major producing states. Reduction was sharpest in New York where lack of rainfall prevented cabbage from attaining maximum size.

Total cabbage production in the early fall states which supply the bulk of the cabbage for kraut is forecast at 408,450 tons, down 29 percent from the large crop of 577,850 tons produced last year. This year's early fall crop is 16 percent smaller than average.

Deciduous Fruit Production

Following are prospects for production of deciduous fruits in 1957, as reported by the Crop Reporting Board of USDA on the basis of September 1 conditions:

Apples

A sharp decline during August in the drought-stricken Appalachian area, together with smaller reductions in other areas, reduced the prospective commercial apple production to 111,362,000 bushels, 11 percent above last year.

York and Winesap apples in Virginia are reported small in size, with some chance for additional sizing if rain came soon. In Pennsylvania the effect of the drought was most severe in the extreme southeast where some loss of trees is reported.

In Washington all varieties have done well. Prospects improved during August in Oregon but declined in California.

Peaches

Excluding the California clingstone crop, the U. S. peach crop is estimated at 40,061,000 bushels, 6 percent below last year. The clingstone crop is 17 percent below last year, not counting the quantity eliminated through the "green drop" program under the state marketing order program.

California's freestone crop is expected to total 12,501,000 bushels, not quite as large as last year but 13 percent above average. Small sizes and some pre-harvest drop of fruit caused a decline from last month's forecast.

Peaches also are reported small in areas of Washington but are large and of good quality in Colorado. The New York crop is the smallest since 1943 as the result of winter and spring freezes.

Pears

Despite a slight decline in prospects during August, total production of pears is indicated to be the largest crop since 1947. The 33,069,000 bushels now indicated would be 2 percent above last year and 10 precent above average. For the three Pacific Coast states, which have 91 percent of the nation's production, the 1957 crop promises to be nearly 5 percent above last year. For the remaining states, the prospective production is 17 percent less than last year.

Bartlett pear production in the Pacific Coast states is estimated at 22,243,000 bushels, 2 percent below August 1 but 5 percent above last year and 17 percent above average. The Michigan crop in certain areas promises to be very light.

Crop	1956	Aug. 1 1957	Sept. 1 1957
	(thousands of bushels)		
Apples	100,623	115,640	111,362
Peaches	69,859	65,798	62,646
Pears	32,322	33,486	33,069
	(tons)	(tons)	(tons)
Apricots	195,900	198,800	199,400
Plums	100,900	90,600	93,900
	(barrels)		(barrels)
Cranberries	969,700	.....	1,020,000

1957 Pack of RSP Cherries

The 1957 pack of canned red pitted cherries totaled 3,604,022 actual cases as compared with the 1956 pack of 2,748,671 cases, according to a report by the N.C.A. Division of Statistics.

State	1956	1957
	(actual cases)	
N. Y. and Pa.	271,448	296,430
Michigan	1,922,867	2,575,520
Wisconsin	249,962	396,673
Utah and Idaho	100,144	125,628
Wash. and Ore.	128,353	153,378
Other states	75,897	56,393
U. S. Total	2,748,671	3,604,022

The totals do not include pie fillings, which will be compiled and reported separately.

Crop	1956	Aug. 1 1957	Sept. 1 1957
	(thousands of cwt.)		
Potatoes	243,716	234,974	230,297
Sweet potatoes	16,922	16,046	16,186
	(thousands of bushels)		
Durum wheat	39,607	39,022	40,480
	(thousands of 100-lb. bags)		
Rice	47,402	40,488	40,973
Dry edible beans	17,114	16,302	16,108

USDA Disclaims Endorsement of Commercial Pesticides

To clarify its policy of not endorsing specific commercial pesticides, USDA has proposed an amendment to regulations for labeling these products.

Under the proposed change, USDA would consider a pesticide misbranded if its label carried "any statement directly or indirectly implying that an economic poison or device, or any ingredient or constituent element thereof, or combination of ingredients, is recommended or endorsed by any agency of the federal government."

Officials of USDA's Agricultural Research Service charged with enforcing these regulations point out that labels on some commercial pesticides bear such claims as "formula recommended by the United States Department of Agriculture" or "active ingredients recommended by the United States Department of Agriculture." Claims of this kind have been interpreted to mean that the product itself is USDA-endorsed.

Notice is given in the *Federal Register* of September 11 that any interested person may express his views in writing on the proposed amendment to the regulations for the enforcement of the Federal Insecticide, Fungicide, and Rodenticide Act.

Increase in Part-time Farming

Farm operators working at off-the-farm jobs 100 days or more a year while running their farms on a part-time basis are increasing substantially in terms of percentages, according to a special study of the 1954 Census of Agriculture.

This nearly nationwide trend has paralleled to some extent the expansion of industry and its partial dispersion to former preponderantly rural areas.

The special study of the 1954 Census shows that almost half of the nation's farm operators reported that they had worked off their own farms one or more days in that year. By comparison the 1930 Census found the proportion to be only 3 in 10.

The proportion of farm operators who work off their farms 100 days or more during the year was reported at 3 out of 10 in 1954, compared with 1 out of 10 in 1929.

During the period from 1949 to 1954, while the number of farm operators declined by 600,000, the number of farm operators who reported working off the farm 100 days or more increased 79,000.

Farm Costs and Returns on Family-Operated Farms, 1956

Farm incomes on most types of commercial family-operated farms were larger in 1956 than the year before, according to the USDA.

Net income—income left after deducting charges, outlays, and losses—on the family-operated farms in the study was larger in 1956 than in 1955. However, on 10 of the 28 types of farms in the study, net income was reported below that of 1955.

Incomes by types of farms ranged from about $13,900 on wheat-pea farms in the Washington-Idaho area to a loss of about $1,240 on drought-ridden cattle ranches of the Southwest.

The report on 1956 farm income points out that net income per farm was only 34 percent of gross income, compared with 50 percent during the 1942-46 period. USDA economists give three reasons for this: (1) the declining importance of farm family labor in farm production, (2) increased mechanization on farms, and (3) the increase since 1952 in production costs relative to prices received by farmers for their products.

As a result, the study says, farmers' purchasing power has declined more than a third since 1946.

The report shows that farming is becoming an occupation requiring substantial capital investment. For example, estimated total capital on these farms ranged from a little less than $10,000 on peanut-cotton farms in the Southern Coastal Plains to more than $177,000 on sheep ranches in the Southwest.

Gross income on the 28 types of farms averaged more in 1956 than the year before. Chief reasons for this additional income are the increase in farm size and the amount of capital used per farm and the increased productivity.

Copies of the report, *Farm Costs and Returns, 1956, With Comparisons* (AIB No. 176), may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

QMC Requirements for Canned Foods

Tentative requirements for a number of canned food items from the 1957 pack to meet the requirements of the armed forces were announced September 9 by the Military Subsistence Supply Agency, 226 W. Jackson Blvd., Chicago 6, Ill. Procurement will be made by the Military Subsistence Market Centers.

Following are the estimated requirements, with grades, types, container sizes, and pounds furnished in the official announcement, and the conversion to cases furnished by N.C.A.:

Item	Grade	Type	Can Size	Quantity (pounds)	Quantity (cases)
Spinach	A (Fancy)		6/No. 10	487,000	13,234
Pumpkin	A (Fancy)		24/No. 2½	2,117,000	48,667
Sweet potatoes	A (Fancy)	Dry, whole, or whole and pieces; without packing media; Style I or II, type B	24/No. 3 vac.	11,367,000	421,000
	A (Fancy)	Moist, whole, whole and pieces; sirup pack; Style I or II, type A	24/No. 2½	10,731,000	246,690
			Total	22,098,000	
Applesauce	A (Fancy)		24/No. 303	1,389,900	57,912
			6/No. 10	8,630,500	213,099
			Total	10,020,400	
Onions, dehydrated		Type 3, sliced	6/No. 10	222,415	21,182
		Type 1, flaked	6/No. 10	161,420	10,761
			Total	383,835	
Potatoes, white, dehydrated		Type I, diced	6/No. 10	926,046	61,736
		Type IV, class 1, granules	6/No. 10	856,234	23,207
			Total	1,782,280	

CCC Sales List

Rice and dry edible beans continue on the list of CCC commodity holdings available for sale, but minimum prices for domestic sales during September are now on a new-crop basis.

Rice is available from the Commodity Stabilization Service in Dallas, and dry edible beans are available from the CSS office in Portland, Ore.

Canned Corn Radio Promotion

Canned corn has again been promoted over radio by means of recorded interview between Joyce Searle, home economist of the Food Trades Branch of the USDA Agricultural Marketing Service, and the program director of "Air Mail Personal," a show syndicated by Dudley-Anderson-Yutzy, the public relations agency acting for N.C.A. in its current Consumer and Trade Relations Program.

The recorded interview has been used several times in the past several months, as previously reported in past issues of the INFORMATION LETTER. Broadcasts and estimated listening audiences are as follows:

August 2—WCOA, Pensacola, Fla..... 43,000
August 2—WTNT, Tallahassee, Fla..... 27,000
August 9—KREB, St. Joseph, Mo..... 35,000
September 13—WAYX, Waycross, Ga... 19,000

Canned Peas Are Featured

Canned peas are given a special feature section in the September issue of *The Plee-Zing Answer*, publication serving more than 11,000 independent grocers.

The product is featured in several ways: with an illustration on the cover, as the "product of the month," with a special editorial, and with a well-written illustrated article by Bob Riback, editor, entitled "The Proof of the Pea is in the Planting," and with a statistical summary on canned peas.

The article stresses the evolution of canned peas into a major canned pack, deals with industry utilization, size of pack, styles, varieties, and methods of preparation.

The N.C.A. gave the publication assistance in the form of data from the Consumer and Trade Relations reference book, *The ABC's of Canned Foods*, statistics from the Statistics Division, recipes, photos of prepared pea dishes made by the Consumer Service Division and of packing operations from the photo file of the Information Division.

Harry A. Miller

Harry A. Miller, 68, vice president of Burt Machine Company, Baltimore, died there September 9 after a short illness. Mr. Miller was prominent in the packaging industry, having been a director of the Canning Machinery and Supplies Association and a member of the Packaging Machinery Division of the WPB during World War II, and his knowledge of canned foods labeling was valuable to the canning industry in the development of the N.C.A. Labeling Program.

Many View N.C.A. Movie; Prints Available for Showing

USDA prints of the canning industry movie entitled "The Three Squares" were shown to many thousands of viewers during the first nine months that the film was in distribution.

In the nine months ended June 30, USDA reports that its prints of the movie, which was produced on a cooperative basis and co-sponsored by N.C.A. and USDA, were shown a total of 331 times. The total includes 272 showings to a total of 12,118 persons and an additional 59 showings over television to hundreds of thousands of persons.

Prints of the movie, a 13½-minute sound color film produced under the Association's Consumer and Trade Relations Program, are being distributed by the USDA, through its 73 cooperating film libraries across the country as well as directly by the Information Division of N.C.A., which reports 134 showings of the film to a total audience of 8,995. Prints of the film are available for showing.

These figures, added to those furnished by USDA, make a grand total of 406 showings and 21,113 total audience.

Following are the cities and communities in which USDA prints of "The Three Squares" were televised (not previously reported):

WCTV—Thomasville, Ga.; WTOB-TV—Winston-Salem, N. C.; KBES-TV—Medford, Ore.; WTTG-TV—Washington, D. C.; KGMB-TV—Honolulu, T. H. (2 showings); WRBL-TV—Columbus, Ga.; KERO-TV—Bakersfield, Calif.; WSVA-TV—Harrisonburg, Va.; WDBO-TV—Orlando, Fla.; WKRG-TV—Mobile, Ala.; WBRZ-TV—Baton Rouge, La.; KSWS-TV—Boswell, N. M.; KLOR-TV—Portland, Ore.; WCAX-TV—Burlington, Vt.; KYW-TV—Cleveland, Ohio; WKNX-TV—Saginaw, Mich.; KTWT-TV—Tacoma, Wash.; WROC-TV—Rochester, N. Y.; KRCA-TV—Los Angeles, Calif.; WHCT-TV—Hartford, Conn.; KXJB-TV—Fargo, N. D.; WVET-TV—Rochester, N. Y.; WSJV-TV—Elkhart, Ind. (2 showings); WSPD-TV—Toledo, Ohio; WTVT-TV—Tampa, Fla.; WNBF-TV—Binghamton, N. Y.; WTIV-TV—Chicago, Ill.; WCWY-TV—Watertown, N. Y.; WFBG-TV—Altoona, Pa.; WBRC-TV—Birmingham, Ala.; KPTV—Portland, Ore. (color TV); and WTOP-TV—Washington, D. C. (color TV).

Quality Control Practices

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, spoke at Rutgers University September 5, on the program of a two-day conference in the interest of consumer education, on "Quality Control Practices and Problems in Food Processing."

The food processor is probably more aware of the importance of quality control than are manufacturers of other products, Dr. Stier said. He pointed out that quality control in food processing begins with the raw product in its earliest stages of development, in many instances with plant breeding, and that attention is given to growing conditions, cultural practices, harvesting, and various stages during the processing operation. The net result, he said, is higher quality, more uniform quality, and lower processing costs.

Dr. Stier reported that the application of statistical quality control techniques has increased as food processing has become more a continuous process and less a batch process. The most frequently reported benefits of statistical control methods are improved product quality and more uniform container fill, he said.

Copies of Dr. Stier's paper and a limited number of copies of the conference proceedings are available upon request to the N.C.A. Division of Statistics.

N.C.A. Aids Oyster Cutting

Dr. G. Ivor Jones of the N.C.A. Northwest Branch set up and handled details of the oyster cutting for the 11th annual convention of the Pacific Coast Oyster Growers Association, held in Bellingham, Wash., August 15-17.

All canned products of the oyster industry, including smoked Japanese oysters and southern U. S. and Gulf canned whole oysters, were examined and judged for quality and workmanship.

Judging teams were composed of home economics teachers from Western State College in Bellingham, experts associated with the industry, and housewives. It was felt that such judging teams offer evaluations from the consumer standpoint to a large degree.

A summary report of the oyster cutting examination and judging will be prepared by Dr. Jones for inclusion in the annual report of the Pacific Coast Oyster Growers Association.

Woodbury Award Presented For Work on Tomato Breeding

The Woodbury Award for the outstanding scientific paper on development or improvement of crops grown for canning was presented this year to Dr. C. F. Poole of the University of Hawaii, Honolulu, for his work on tomatoes, an important basic contribution to the science of breeding tomatoes.

The 1957 award was for his paper entitled "Improvement in Tomato Ascorbic Acid Content," in which he reported results of work which spanned six years, with the objective of breeding a tomato of good size and high ascorbic acid content.

Dr. Poole's paper was published by the American Society for Horticultural Science (Vol. 68, pp. 443-451, 1956), and the award was presented to him August 27 at the annual meeting of the A.S.H.S.

The award was established in 1949 by Dr. C. G. Woodbury, retired Director of the N.C.A. Raw Products Research Bureau.

Nuclear Test Publicity

A radio interview between Katherine R. Smith, Director of the N.C.A. Consumer Service Division and Nelson H. Budd, Director of the Information Division, recorded some time ago for distribution on "Air Mail Personal," a show syndicated by Dudley-Anderson-Yutzy, the public relations counsel acting for N.C.A. in its Consumer and Trade Relations Program, was used since July 26, on the following 16 stations:

Station	Estimated Listening Audience
KWBE, Beatrice, Nebr.	12,000
WHUC, Hudson, N. Y.	12,000
WBEX, Chillicothe, Ohio	10,000
KSEO, Durant, Okla.	10,500
WISP, Butler, Pa.	23,000
WHWL, Nanticoke, Pa.	20,000
KOTA, Rapid City, S. Dak.	25,000
KSOO, Sioux Falls, S. Dak.	53,000
WMFS, Chattanooga, Tenn.	130,000
WORV, Greenville, Tenn.	9,000
KIOX, Bay City, Texas	9,000
KNUZ, Houston, Texas	60,000
KFRO, Longview, Texas	24,500
KISW, Seattle, Wash.	467,500
WDNE, Elkins, W. Va.	9,000
WETZ, New Martinsville, W. Va.	4,000

In the interview Mr. Budd described the nuclear tests of canned foods conducted by the N.C.A. laboratories on the Nevada test site in 1955 and spoke of their favorable showing at their several exposures. Miss Smith advised housewives regarding safe handling of exposed food packages.

Cuba's Tariff Schedule

A general revision of the current Cuban tariff, in effect since 1927, has been under preparation for some time by the Cuban Ministerial Commission on Tariff Reform.

The proposed tariff has more than 6,000 items and subdivisions, compared with only about 900 in the present tariff. Earlier this year the Ministerial Commission invited interested individuals and firms in Cuba to make know their views on any items in which they are interested.

The Cuban government originally intended to put the new tariff into effect January 1, 1958. However, many of the tariff items are subject to concessions under GATT or other trade agreements, and release from such extensive commitments usually involves protracted negotiations.

Shipments of Glass Containers

Shipments of glass containers for food during the first seven months of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.–July 1956	Jan.–July 1957
	(*thousands of gross*)	
Wide-mouth food (including fruit jars and jelly glasses)	20,153	21,741
Narrow-neck food	7,505	7,801

Shipments of Metal Cans

Shipments of metal cans for food during the first seven months of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.–July 1956	Jan.–July 1957
	(*short tons of steel*)	
Fruit and vegetable (including juice)	719,294	724,613
Meat (including poultry)	90,273	80,865
Fish and seafood	65,105	73,908

Profitable Sales Meetings

A four-page management aid on *Making Your Sales Meetings Profitable*, issued by the Small Busines Administration, lists these points:

Plan meetings with customers and prospects in mind; don't cover too many subjects; allow sufficient time; provide variety; change the pace of presentation; use showmanship as spice in the meeting; don't forget visual aids; watch out for the little details; seek a neutral atmosphere; prevent interruptions; stress product knowledge plus sales training; include engineers on the program; give the meeting a "forward look"; and encourage two-way discussion.

The leaflet is available from the Small Business Administration, Washington 25, D. C., or SBA field offices.

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